

Message Text

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FOR EUR/SOV; USIA FOR IEU; LENINGRAD FOR P&C

E.O. 11652: N/A

TAGS: SCUL UR US

SUBJECT: VISIT BY US BUSINESSMEN TO MOSCOW TO PURCHASE

MODERN SOVIET ART

REF: A) STATE 224046 B) MOSCOW 14329 C) STATE 284979

1. JOHN MOORE AND NORMAL ADISE OF MULTI COMMUNICATIONS AND JOHN WANAMAKER'S ART BUYER MRS. DORIS LEVY DEPARTED MOSCOW JANUARY 3 DESCRIBING FIVE DAY VISIT AS EXTREMELY SUCCESSFUL. DESPITE HOLIDAY WEEK, THEY MET WITH SENIOR OFFICIALS MINISTRIES OF CULTURE AND OF FOREIGN TRADE, OF NOVOEXPORT AND OF UNION OF ARTISTS, FOR FINAL ARRANGEMENTS FOR WOODWARD & LOTHROP'S JANUARY SALES-EXHIBIT SOVIET OFFICIAL ART, WANAMAKER'S MARCH SHOW AND PRELIMINARY PLANS FOR FUTURE SALES SHOWS MOORE SCHEDULING IN OTHER MAJOR DEPARTMENT STORES.

2. ACCORDING MOORE, SOVIETS INTEND SEND LARGE DELEGATION TO WOODY'S JANUARY OPENING. ALEXANDER KHALTURIN, CHIEF MINCULT'S FINE ARTS DIVISION, COORDINATING TRAVEL PLANS, WHICH INCLUDE VISIT TO WANAMAKERS AND TO NYC FROM WHICH POINT GROUP WILL RETURN.

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3. KHALTURIN HAS REFUSED "AT THIS TIME" WRITTEN REQUEST MOORE LEFT BEHIND IN OCTOBER INCLUDE UNOFFICIAL ART IN WOODY'S OR WANAMAKER'S SHOWS. BUT, KHALTURIN TOLD MOORE, ON "LATER" OCCASION HE COULD HAVE EXAMPLES WORKS BY "TWO OR THREE" UNOFFICIAL ARTISTS. IN ANY EVENT, MOORE UNCONVINCED OF UNOFFICIAL ART'S COMMERCIAL APPEAL IN U.S. MULTI COMMUNICATIONS HAS RECEIVED OFFERS INCLUDE IN ITS SHOWS SELECTION UNOFFICIAL ART FROM COLLECTIONS IN POSSESSION SEVERAL PERSONS WHO UNABLE SELL WORKS BROUGHT TO US FOR THIS PURPOSE. TOTAL OF OVER 200 CANVASES OFFERED.

4. IN ADDITION "PROMISE" MAKE EXAMPLES UNOFFICIAL ART AVAILABLE FOR LATER SALES EXHIBITS, KHALTURIN PLEDGED ARRANGE FOR WANAMAKER SHOW NON-SALE EXHIBIT OF 20-30 MUSEUM CANVASES OF EARLY 20TH CENTURY RUSSIAN AVANT-GARDE ARTISTS.

5. ATLANTA'S RICH'S SCHEDULED AFTER WANAMAKER'S, FOLLOWED BY NIEMAN-MARCUS. LATTER, HOWEVER, MAKING SPECIAL CONDITION THAT AVERAGE SALES PRICE BY ABOVE \$5,000 (AS COMPARED WITH \$1,000 - \$1,500 FOR WOODY'S AND WANAMAKER'S SHOWS). THIS BEING WELL BEYOND PRICE RANGE OF ARTISTS UNION SALES COLLECTION, KHALTURIN SAID HE CONSIDERING PROVIDING FOR NIEMAN-MARCUS SALES SHOW COLLECTION OF UNSPECIFIED PERIOD FROM "BASEMENTS" VARIOUS MUSEUMS.

6. WANAMAKER'S BUYER BOTH SURPRISED AT HIGH QUALITY UNOFFICIAL ART MADE AVAILABLE AND DUBIOUS ABOUT WANAMAKER'S COMMERCIAL SUCCESS. ITS MARCH SHOW WILL BE HIGH PROFILE IMAGE SHOW CALCULATED APPEAL TO CARRIAGE TRADE, MRS. LEVY SAID. SHE NOT OPTIMISTIC--THOUGH MOORE IS--OF ENDLESS SERIES SALES EXHIBITS IN US SOVIET ART, CERTAINLY NOT IN SAME STORES.

7. MOORE AND ADISE HAVE BEEN GENEROUS IN SHARING INFORMATION WITH EMBASSY, AS THEY INTEND BE WITH POLANSKY (EUR/SOV). ADISE SOMEWHAT TAKEN ABACK TO HEAR OPINION THAT MULTI COMMUNICATIONS SALES-EXHIBITS OFFERED SOVIETS HIGH-LEVEL AND WIDESPREAD EXPOSURE IN US BEYOND WILDEST LIMITED OFFICIAL USE

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DREAMS AND MADE USG-SPONSORED EXHIBITS OF MODERN US ART MORE DIFFICULT FOR CONCEIVABLE FUTURE, AS EXCHANGES NOW LESS ATTRACTIVE FOR ARCH-CONSERVATIVE ARTISTS UNION. MOORE NOT PRESENT DURING THIS DISCUSSION BUT WAS MADE AWARE OF IT. HE LATER ADVISED EMBASSY THAT ARTISTS UNION INTERESTED GIVING ITS OFFICIAL ARTISTS EXPOSURE TO US, IN RETURN FOR WHICH UNION WOULD HOST US ARTISTS. MOORE UNCERTAIN HOW MULTI COMMUNICATIONS EXPECTED PLAY ROLE,

BUT CAN BE EXPECTED PROBE WITH WHICHEVER OFFICIAL OF ARTISTS
UNION ATTENDS WOODY'S OPENING. AS DEPT. MADE AWARE FURTHER
MOVES THIS DIRECTION, PLEASE INFORM.
MATLOCK

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